

Addendum No. 1

Inquires and Responses

Solicitation No. 3000000120

LaDOTD Branding Review and Implementation

1. In the Corporate Background and Experience section, customer references are requested. How many customer references are preferred? **Is up to the Proposer how many they want to provide.**
2. In the Corporate Background and Experience section, a statement of capability for providing the needed services over a thirty-six (36) month period is requested. However, the expected time period for contract in the administrative section states a 12 month period.

Corporate Background and Experience (e) *A Statement that the firm is capable of providing the needed services over the ~~thirty-six (36) month~~ twelve (12) month project period.*

What is the expected project period length? **12 Months**

3. For the proposed project staff section, will one cover letter for the design department suffice or is a cover letter desired for each artist?

#### **Proposed Project Staff**

- Interested candidates should submit ~~cover letter~~, resume, sample work and list three professional references (with contact information for each) for key personnel specifically graphic designers assigned to project. **See 4.2 Cover letter**
4. For the proposed staff section, do creative examples with the staff resumes need to conform to the twenty-four (24) month period requested in the Corporate Background and Experience section? **Section 2 c Refers to Corporate Background and Experience**
  5. Are there any stated budget parameters for this project? **Yes, there is a budgeted amount for this project.**
  6. On page 14, what does it mean when you say “interested parties should submit cover letter, resume, and relevant work experience”? Do you want individual cover letters for each proposed staff member? **Same as Inquiry/Response to Number 3**
  7. On page five the estimated end of contract date is March 14, 2012. On page 13, you say this is a 36-month project. Is one of these dates correct and the other wrong, or are they both possibilities? Most importantly, should we provide pricing information for 1 year, 3 years, or both? **Same as Inquiry/Response to Number 2**

8. For the organizational chart – are you interested in the overall organizational structure of the firm or the overall organizational structure of the firm's staff for this project?

Organizational structure for the firm's staff for this project.

9. Should the Consultant budget for printing of items mentioned such as:

- Business Cards
- Stationery
- Letterhead
- Envelopes
- Marketing collateral
- Signage and environmental graphics

Response: No

10. Will the stationery and business card templates need to be done in Word? No

11. Will the Consultant be expected to provide the typeface (for the typographical standards) – should we budget for purchasing and licensing fees for typeface? Yes, if applicable to graphics standards suggestions

12. What kind of stationery are you interested in – note cards? Pads of paper? Business Letterheads

13. Will the Consultant be distributing the electronic newsletter? No

14. Should the Consultant budget for an email management system, or will LaDOTD be sending the newsletter out in-house? In-House

15. Does LaDOTD currently have a contact database (with email addresses) to send the newsletter out to, or should the Consultant budget for the creation of a contact database? DOTD has a database